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DKMS Joins the 2016 Global #GivingTuesday Movement Launching New Campaign “This Is Why I Give...”

New York, NY – November 1st – DKMS has joined #GivingTuesday, a global day of giving that harnesses the collective power of individuals, communities and organizations to encourage philanthropy and to celebrate generosity worldwide. Today, DKMS launches their “This Is Why I Give” campaign to ignite a conversation tailored around #GivingTuesday that allows our supporters the opportunity to reflect on why and how they support our organization. This year, #GivingTuesday is held on November 29th, the Tuesday after Thanksgiving and the widely recognized shopping events Black Friday and Cyber Monday to kick-off the holiday giving season and to inspire people in improving their local communities and to give back in impactful ways to the charities and causes they support.

“The beauty of DKMS is the simplicity of our mission: we empower people to become agents of change,” said Carina Ortel CEO of DKMS. “Our donors not only change the lives of patients and their families by giving them a second chance, but change the way we as society view our own abilities and limitations. Who would have thought that such a dramatic impact could begin with a simple swab of the cheek!”

The #GivingTuesday movement has inspired us to launch “This Is Why I Give,” an interactive, online fundraising campaign that highlights the significance of giving and also motivates people across all social media platforms to reflect on the importance of giving to DKMS. The campaign’s primary focus is to gather supporters online and have them reflect on why they joined the registry, why they donated, or why they volunteer for the cause. Supporters, influencers, and DKMS ambassadors such as international supermodel Coco Rocha are asked to post a photo on their personal social media accounts posing with a “This Is Why I Give” place card and a personal explanation to their followers. The circulation of the participants’ hashtag #givedkms will prompt a conversation that will expand across all platforms, further educating the public on what it means to support DKMS’s mission. This campaign also gives patients’ families and friends a chance to publically thank donors and supporters for their commitment to saving someone suffering from a blood cancer or disorder.



We encourage you to think about the many ways that you can give back and make a difference. Whether it’s signing up for our bone marrow registry to give a blood cancer patient a second chance at life *OR* a financial contribution to help DKMS add more lifesavers to our registry, your contribution will make a significant impact in the lives of our patients globally.

#GIVINGTUESDAY™

No matter how you decide to give to DKMS, be sure to visit www.thisiswhyigive.org to tell us exactly why you decided to give. The power of generosity is a remarkable thing, so why not join a global movement dedicated to creating amazing and positive change in the world.

About 92Y

92Y – a cultural center in New York City that, since 1874, has been bringing people together around its core values of community service and giving back – conceptualized #GivingTuesday as a new way of linking individuals and causes to strengthen communities and encourage giving. In 2015, the fourth year of the movement, #GivingTuesday brought together over 45,000 partners in 71 countries and helped raise nearly \$117 Million online in the US alone.

“We have been incredibly inspired by the generosity in time, efforts and ideas that have brought our concept for a worldwide movement into reality,” said Henry Timms, founder of #GivingTuesday and executive director of 92Y. “As we embark on our fifth year of #GivingTuesday, we are encouraged by the early response from partners eager to continue making an impact in this global conversation.”

About DKMS

DKMS is an international nonprofit organization dedicated to eradicating blood cancers like Leukemia and other blood-related illnesses inspiring both men and women around the world to register as bone marrow and blood stem cell donors. DKMS is providing patients with a second chance at life, working closely with families from diagnosis to transplant and beyond. The donor journey begins with a swab of the cheek that takes less than 60 seconds and can be the action that leads to a lifesaving transplant. DKMS, originally founded in Germany in 1991 by Dr. Peter Harf, has organizations in Poland, Spain, the United Kingdom and the United States. The U.S. office was started in 2004 and has registered over 800,000 people. To join the fight against blood cancer or for more information, please go to dkms.org.

About #GivingTuesday

#GivingTuesday is a movement to celebrate and provide incentives to give—the 2016 iteration will be held on November 29th, 2016. This effort harnesses the collective power of a unique blend of partners—nonprofits, businesses and corporations as well as families and individuals—to transform how people think about, talk about and participate in the giving season. #GivingTuesday inspires people to take collaborative action to improve their local communities, give back in better, smarter ways to the charities and causes they celebrate and help create a better world. #GivingTuesday harnesses the power of social media to create a global moment dedicated to giving around the world.

To learn more about #GivingTuesday participants and activities or to join the celebration of giving, please visit:

Website: www.givingtuesday.org

Facebook: www.facebook.com/GivingTuesday

Twitter: twitter.com/GivingTues